

**Supplier Social Responsibility Advisory Workgroup Agenda**  
**Thursday, December 4, 2008 (1:30 – 4:30 p.m.)**  
**Liquor Control Board Headquarters, Olympia – Conference Room 201**

Time	Topic	Discussion Leader	Expected Outcome
1:30 – 1:40	Welcome, review meeting agenda, introductions	Mona Moberg	Introductions made and meeting agenda reviewed
1:40 – 1:50	Review meeting notes and action items from November 17 <sup>th</sup>	Mona Moberg	Clarify any changes and report back on action items
1:50 – 2:45	Define activities that demonstrate social responsibility efforts for each aspect: <ul style="list-style-type: none"> <li>• Underage access – educational materials, partnerships</li> <li>• Preventing over-consumption – educational materials, server training (drafted 11/17)</li> <li>• Good stewardship – community involvement, green policies</li> </ul>	Teams	Identify activities that will can be used to report on measures
<b>2:45 – 3:00</b>	<b>BREAK</b>		
3:00 – 4:15	Teams report back their ideas on suggested activities and efforts; group discuss and share additional ideas	Mona Moberg	Reach agreement on activities to measure social responsibility
4:15 – 4:30	Wrap up, meeting feedback	Debi Besser Mona Moberg	Identify next steps and any assignments
<b>4:30</b>	<b>ADJOURN</b>		

11/24/08 (mlm)

**Scheduled Meeting Dates:**

- January 5, 2009 (1 - 4 p.m.)
- February 23, 2009 (1 - 4 p.m.)

**NOTE:** All meetings held at LCB Headquarters, Olympia, Conference Room 201 (unless otherwise noted on meeting request).

**Workgroup Members:**

Lorraine Lee, LCB  
Ruthann Kurose, LCB  
Kimberly Ward, LCB  
Jim Hutchins, LCB  
Brent Young, Remy Cointreau USA (DRAW President)  
Matt McCarthy, Southern Wine/Spirits West (DRAW VP)  
Arick Liske, Diageo North America  
Jeff Barr, Bacardi  
Bill Ingersoll, Young's Columbia  
Meagan Renick, LCB

Pat McLaughlin, LCB  
Debi Besser, LCB  
Mona Moberg, LCB  
Steve Burnell, LCB  
Michael Langer, DSHS  
Terry Adams, Ste. Michelle  
Kathe McDaniel, LCB  
Brian Smith, LCB  
Tony Masias, LCB

The mission of the Washington State Liquor Control Board is to contribute to the safety and financial stability of our communities by ensuring the responsible sale, and preventing the misuse of, alcohol and tobacco.

**WASHINGTON STATE LIQUOR CONTROL BOARD**  
**Supplier Social Responsibility Workgroup**  
**MEETING MINUTES**  
**December 4, 2008**  
**Headquarters Conference Room 201**

**MEMBERS PRESENT:**

Lorraine Lee, Board Chair	Ruthann Kurose, Board Member
Mona Moberg, LCB	Debi Besser, LCB
Kathe McDaniel, LCB	Pat McLaughlin, LCB
Bill Ingersoll, Young's Columbia	Kimberly Ward, LCB
Terry Adams, Ste. Michelle	Meagan Renick, LCB
Michael Langer, DASA/DSHS	Jeff Barr, Bacardi
Steve Burnell, LCB	Tony Masias, LCB
Arick Liske, Diageo	

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**1.0 WELCOME/REVIEW – Mona Moberg**

The meeting was called to order at 1:30 p.m., Monday, December 4, 2008, at Headquarters in Olympia. Mona welcomed all and talked about what we will discuss today, followed by introductions. Mona went over the meeting notes from the November 17, 2008 meeting. Terry Adams spoke about server training that St. Michelle is doing for their customer service and security staff (since they are the front line working with customers). Currently salespeople are not provided the same training. This has become such a popular training for their company and they are also bringing in folks from other wineries to do the same trainings. Bill Ingersoll stated that Young's Columbia is also open to MAST training. Pat talked about also looking at training that is offered beyond the MAST training from the state, and possibly giving company's credit for that training as well. Bill stated that we should be looking at other states and see what they are doing.

**2.0 TEAM ACTIVITY – All**

All members of the workgroup were broken into three smaller groups for this activity, to discuss the following sections of the Supplier Social Responsibility definition and come up with assessment measures regarding each.

**Providing and/or supporting education and tools to prevent underage access & use.**

Group Members: Michael Langer, Meagan Renick, Jeff Barr, Tony Masias, Steve Burnell

Measures:

**1. Educational Materials**

Who's your audience? Parents, other family members, friends, neighbors

How do you reach them?

- Messaging Plans
- Do trainings with your legal department
- Make online training available
- Create databases so people can look up rules
- Be sure enforcement & bars are on the same page
- School curriculums to educate teens
- Formal parenting classes
- Plant packed POS bottle neckers
- Messages on bags or receipts

- Help line number on bags

Note - Most companies are in a race to lead this change. They want to be part of the change. Success is primarily based on image; companies do not want bad press

## **2. Partnerships between suppliers & local coalitions**

How do we get the message out in places other than just state-owned liquor stores? (consistent message)

- RUAD should create the message and get it out to all (consolidated) one entity to get the message delivered (this was an important point to the group)
- Partnership between suppliers (DRAW) and coalitions
- BAC & RUAD
- Medical community, retailers, distributors, suppliers, educational community, DISCUS, NABCA, legislators
- A clear delivery plan or schedule
- Educational Materials
- Scorecard reporting methods and measures
- Measures: Participation & Financial
- Bottle neckers
- Surveys can be used as a method of measurement

### **Providing and/or supporting education and tools to prevent over-consumption and encourage responsible use**

Group Members: Arick Liske, Terry Adams, Kimberly Ward

Measures:

#### **1. Educational materials (See content piece)**

- Website content
- TV ads (responsible use)
- Develop materials for target groups like colleges, etc.

Supplier/Distributor/Broker

- MAST training
- Supplier/Distributor/Broker leading the effort for training
- Code Marketing/training
- Websites
- TV/radio/print
- POS Materials (case cards, table tents, neckers, static clings, racks)

Consumer Education:

- Groups
- Colleges (frats & sororities)
- Law Enforcement agencies
- Superintendents

Execution/ON & Off Premise

- Educational Materials
- Pamphlets, posters, counter tops
- Web based

#### Tools

- Taxi vouchers
- Texting
- Breathalyzers
- Benefits for designated drivers

#### Involvement/contributors to various trade associations

- DISCUS
- WSWA
- Century Council
- State of Washington
- Washington Wine Community
- Beer & wine wholesalers

## 2. Server Training

- Partnership between suppliers & local coalitions
- Suppliers/distributors/brokers educates staff
- Reps attend MAST server training
- Sales Rep. tells about how to serve the product and tips for looking for over-service (may create brochures)
- May be able to use phone technology to emphasize (texting) training tips/info to servers (Terry has more details)
- How to cut someone off

### **Being a good steward of your local community and the environment**

Group Members: Bill Ingersoll, Ruthann Kurose, Kathe McDaniel, Pat McLaughlin, Debi Besser

#### Brainstorms (all the possibilities):

- Charitable events
- Green packages
- Food drives
- Blood drives
- Flu shots
- Volunteer services
- Disadvantaged business support
- Employment assistance (WorkSource)
- Carpool programs
- Flex schedules
- Telecommuting
- Recycling
- Adopt a highway
- Mentorship program
- Carbon footprint programs
- Energy conservation programs

- Waste management
- Cash donations
- Innovation – Leadership in this area
- Sustainable agriculture/prod. Process
- Ethical sourcing
- Awareness program

Measures:

#### 1. **Giving Back to the Community** (Community Involvement)

- Donations (\$ or goods) to charitable organizations % of gross profit
- Service time (volunteer) service to charitable organizations
- Partnerships with local charities (Y/N)
- Corporate sponsorships
- Policy

#### 2. **Being “Evergreen”** (Green policies)

- Programs/policy incentives on carpool, telecommute, flex-schedules, recycling
- What % of fleet is hybrid?
- What % of green packaging/strategic direction to target
- What % reduction of carbon footprint
- Is there a % reduction in energy use and reduce waste generation

(According to Bill Ingersoll Tetra-packs are now 90% biodegradable and you are seeing more of that in the stores now. Some businesses are using solar power to power their plants.)

#### 3. **Ethical Sourcing**

- Have woman/minority/disadvantaged business policy? Show % of sourcing currently done with these business.
- Do you have ethical global sourcing policy? (fair labor practices, wages, etc.)

#### 4. **Innovations & Leadership**

- In house training programs on environmental impact
- Recognition/Incentive program for innovations on environmental
- Internal teams working on improving
- Partnership with environmental organizations

#### **Minimizing youth exposure to and impact of alcohol advertising**

(Discussed by the whole group)

Measures:

#### 1. **Compliance with DISCUS code (company labeling/advertising)**

Michael stated that most of what he hears is that we need to get the alcohol advertising out of the site of our kids is the concern that he hears from the public. Most all companies he knows of are following the DISCUS code, so that isn't happening. Lorraine stated that she would pose the question to see if it is the beer, wine, or spirits, and where they are primarily seeing it.

Other possible Measures:

- Monitor complaints
- Responsible messaging
- Report the company's advertising code (i.e. 70/30 or something else)  
This ratio may have changed since it was last done, but we will likely not have that info until the 2010 census is taken.

### **3.0 WRAP-UP – Debi Besser/Mona Moberg**

Mona asked for feedback with regard to the measures. Kathe McDaniel stated that this is exciting and she feels that she has become more aware of DISCUS, etc. since joining this group.

Lorraine stated that internally we should be sharing some of the progress at the next round of Store Manager meetings so that people can become more aware of the work that is going on.

### **4.0 ACTION ITEMS**

- Michael Langer asked that a link to the social responsibility info be put out on the website
- Debi will work with an internal subgroup to draft a sample of a social responsibility measurement tool

### **5.0 PARKING LOT**

- Is MAST available via the internet or video?

### **6.0 ADJOURNMENT**

The meeting was adjourned at 4:00 p.m. The next meeting will be held at **1:00 p.m. on Monday, January 5, 2009**, at the LCB Headquarters in Olympia.